Permit #F00025886

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00025886 **Type of Permit:** FILMING **Release Date:** 03/19/2010

Production Company ANONYMOUS CONTENT

Insured Company Name ANONYMOUS CONTENT

Contact Phone No. 1 310-558-6000
Contact Phone No. 2
Fax
Address 3532 HAYDEN PLACE
CULVER CITY, California 90232

Production Title AVON

Type of Production Commercial - Standard

Producer Erin Wile

Director Jonas Akerland

1st AD Andy Coffing

Production Manager Bryan Sierra

FilmL.A. Coordinator Adrian Fayad

Location Manager John Hixson
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 310-558-6000

Location Assistant NA NA
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $917.00

Number of Locations 4

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Summary Information — Location

Permit Number	F00025886	**Location Manager**	John Hixson
Production Company	ANONYMOUS CONTENT	Primary Phone	Mobile - 310-291-2772
Insured Company	ANONYMOUS CONTENT	Secondary Phone	Office - 310-558-6000
Production Title	AVON		

Location Address 10 Freeway, 405 Freeway, Wilshire Bl, Robertson BL Inclusive (exclduing City of Beverly Hills & Freeways), Los Angeles, CA, 90024

Location Names

Location Type Driving grid

Location Description

Film Dates 3/20/2010 - 3/20/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached document John Hixson Anonymouse Content letter568.pdf

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	10
Cube Trucks	1

Personnel on Location

Type	Quantity
Crew	15
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Driving shots; Exterior establishing shots; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : 2000 Avenue of the Stars

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Summary Information — Location

Permit Number F00025886
Production Company ANONYMOUS CONTENT
Insured Company ANONYMOUS CONTENT
Production Title AVON

Location Manager John Hixson
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 310-558-6000

Location Address 2000 Ave of the Stars, Los Angeles, CA, 90067

Location Names

Location Type Office Building

Location Description

Film Dates 3/20/2010 - 3/20/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	10
Cube Trucks	1

Personnel on Location

Type	Quantity
Crew	15
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Driving shots; Equipment on sidewalk only.; Exterior establishing shots; Intermittent traffic control - 2 minutes standard; Camera on dolly tracks on property and sidewalk. ;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street : 2000 Avenue of the Stars

Crew Parking
Location Type : Private Parking Lot
Street : 2000 Avenue of the Stars

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Summary Information — Location

Permit Number F00025886
Production Company ANONYMOUS CONTENT
Insured Company ANONYMOUS CONTENT
Production Title AVON

Location Manager John Hixson
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 310-558-6000

Location Address 10 Frwy, 110 Frwy, 101 Frwy, Alameda Inclusive (Excluding Freeways), Los Angeles, CA, 90071

Location Names DOWNTOWN GRID

Location Type Street

Location Description Downtown Grid

Film Dates 3/20/2010 - 3/20/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	10
Cube Trucks	1

Personnel on Location

Type	Quantity
Crew	15
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Driving shots; Exterior establishing shots; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes Must Comply with Attached Downtown Conditions

Coordinator Note NO INTERFERENCE WITH SPECIAL EVENTS OR OTHER PRODUCTION COMPANIES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : 2000 Avenue of the Stars

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Summary Information — Location

Permit Number F00025886
Production Company ANONYMOUS CONTENT
Insured Company ANONYMOUS CONTENT
Production Title AVON

Location Manager John Hixson
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 310-558-6000

Location Address Lower Grand Ave, 4th ST - GTK Way, Los Angeles, CA 90012

Location Names

Location Type Street

Location Description

Film Dates 3/20/2010 - 3/20/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	10
Cube Trucks	1

Personnel on Location

Type	Quantity
Crew	15
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Driving shots; Equipment on sidewalk only.; Exterior establishing shots; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking
Base Camp
Location Type : Location
Street : 2000 Avenue of the Stars

Crew Parking
Location Type : Private Parking Lot
Street : 2000 Avenue of the Stars

Posting "No Parking" signs B/S Lower Grand Av, 4th St - GTK Way

Approximate Footage 301 - 600 **Log Number** 1012149

Date(s) 3/20/2010 to 3/20/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

Permit #FAO025886

Appointment of Film Permits Unlimited, Inc. as Authorized Agent and representative

I certify that I am a representative of Anonymous Content ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 3-19-10

ANONYMOUS CONTENT
Name of Principal

By:
Representative's Signature

John Hixson
Print Representative's Name

Loc. Mngr.
Representative's title

3532 HAYDEN AVE
Culver City 90232
Principal's Address

310-291-2772
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT